



2006 ENERGY STAR® Award Application: Partner of the Year – New Homes

General Instructions

Each year, the US Environmental Protection Agency (EPA) and the US Department of Energy (DOE) honor organizations that have made outstanding contributions to protecting the environment through superior energy efficiency. All organizations participating in ENERGY STAR are encouraged to apply for a 2006 ENERGY STAR Award. Organizations may apply for more than one award if they meet the eligibility requirements. In such cases, a complete award application package must be submitted for each award.

To be considered, an organization must meet the specific eligibility requirements in the award application and submit a complete application package by **December 15, 2005**. Winners will be recognized at the **ENERGY STAR** Awards Ceremony on March 21, 2006 in Washington, DC. Note: Verification organizations will be recognized at the 2006 Residential Energy Services Network (RESNET) national conference.

Eligibility: Partner of the Year – New Homes¹

ENERGY STAR builders and verification organization partners (i.e., home energy rating providers and raters) in markets with **at least 10 percent** market penetration for ENERGY STAR qualified homes.

ENERGY STAR Partners in markets with **less than 10 percent** penetration may also apply. To be competitive for selection, applicants must demonstrate how they have established a foundation for increasing consumer awareness and future growth of ENERGY STAR qualified homes in their market.

Application Instructions

- Review eligibility for the award to which you are applying and respond to all award criteria specified in the application that you are completing. **Do not exceed the page limitation specified in the award application, as additional pages will not be considered.** (Samples and collateral materials are not included in the page limit.)
- **Summary of Accomplishments:** Please provide a brief overview (**no more than 300 words**) of your organization and the accomplishments upon which you are applying for this ENERGY STAR award. In the event that you are chosen to receive an award, this text will be the basis EPA and DOE will use in preparing a summary of your organization's achievements.
- **Organization Logo:** Please provide electronic copies of both color and a black-and-white versions of your logo in **EPS format** that will allow for a printable resolution of 300 dpi at a

¹ Utilities and other sponsoring programs that partner with ENERGY STAR for New Homes should apply for the "Excellence in Energy Efficiency Program Delivery" award under the General/Program Sponsor category.

size of four (4) inches. In the event that your organization is chosen for an award, this logo will be used in the Awards Ceremony materials.

- Whenever possible, quantify your activities and the results (e.g., number of pieces produced, number of people reached) and enclose documentation that supports claims made (e.g., photos of prominent use of the ENERGY STAR mark, copies of advertisements that incorporate the ENERGY STAR mark, copies of training materials used, etc.).
- Provide specific information about your efforts and materials developed in 2005. While planned activities for 2006 or beyond are of interest to EPA and DOE, they should not be the focus of the award application.

Application Submissions

- For each award for which you are applying, provide:
 - **one complete hard copy** of your entire application package, including the application form (Part I), responses to award criteria (Part II), summary of accomplishments, samples, collateral, and supplemental materials, **AND**
 - **one electronic copy (in Word or WordPerfect) of your completed application (Parts I and II only)** via e-mail to the ENERGY STAR Awards Coordinator, Debra Shepherd, at: shepherd.debra@epa.gov. Please do not forward supplemental materials via e-mail.
- All hard copy and electronic applications must be **date marked/postmarked no later than December 15, 2005**. EPA and DOE will not accept any applications or materials date marked/postmarked after this date. Due to the volume of material that will be received, EPA and DOE will not be able to return any materials or promotional pieces.
- Send completed applications to the appropriate address below. **It is highly recommended that overnight or two day delivery be used to avoid potential delays and damage** due to enhanced security screening of standard mail to government facilities. Do NOT fax application packages or sample materials, as they will not be accepted.

Via US Postal Service:

Debra Shepherd
US Environmental Protection Agency
Ariel Rios Building
1200 Pennsylvania Avenue, NW
Mail Code 6202J
Washington, DC 20460

Via Overnight Delivery Service:

Debra Shepherd
US Environmental Protection Agency
1310 L Street, NW
9th Floor
Washington, DC 20005-4113
Phone: (202) 343-9184

- **Confirmation of Receipt:** Upon delivery of each application, EPA will confirm receipt to the e-mail address from which the application was sent. If you do not receive confirmation within two weeks of sending your application, please contact the ENERGY STAR Awards Coordinator, Debra Shepherd, at (202) 343-9184 or shepherd.debra@epa.gov.

Notification: You will be notified by January 31, 2006 on the status of your application.

Part I: General Information

A. Contact Information: *Please provide the following required information.*

Official Name of Organization or Company (*Exactly as it should appear on an award*)

Street Address (Include suite/room number/mail code)

City

State

Zip Code +4

Web Site Address

Primary Contact Name

Title

E-Mail Address

Phone (including area code and extension)

Fax

Communications Contact (including an authorized advertising/PR firm)

Phone

Communications Contact E-Mail Address

Fax

B. Headquarters Address: *Please provide if different than above.*

Official Name of Organization or Company

Street Address (Include suite/room number/mail code)

City

State

Zip Code +4

C. Certification Statement:

"I certify that the information provided in this application is true and accurate to the best of my knowledge. I understand that excerpts from this application may be used by EPA and DOE for public outreach related to the ENERGY STAR program and 2006 ENERGY STAR Awards."

Name Printed/Signed

Title

Date

Part II: Partner of the Year – New Homes Application

Description: This award provides special recognition to ENERGY STAR partners who have helped establish a significant presence for ENERGY STAR qualified homes in one or more markets.

Please complete this application by answering each question listed below (bulleted answers are strongly preferred). Your total submitted application should not exceed **two pages** (excluding the General Information section and the Summary of Accomplishments).

A. Please indicate your Partner Type:

- ☐ Builder (please specify type):
 - ☐ Custom/small site builder
 - ☐ Production site builder
 - ☐ Manufactured home plant
 - ☐ Manufactured home retailer
- ☐ Verification Organization (please specify type):
 - ☐ HERS or BOP Provider
 - ☐ HERS Rater or BOP Inspector

B. What is the penetration of ENERGY STAR qualified homes in your market?

- ☐ 10% or more
- ☐ Less than 10%

C. How many ENERGY STAR qualified homes did your organization build or verify in 2005? _____

▪ **Additional Questions for Builders:**

1. What percentage of homes built by your organization earned the ENERGY STAR in 2005? _____
2. For multi-market production builders, what percentage of your organization's Divisions/Regional Offices built ENERGY STAR qualified homes in 2005? _____

▪ **Additional Question for Verification Organizations:**

What percentage of ENERGY STAR qualified homes in your market(s) did your organization verify in 2005? _____

Award Evaluation Criteria

Section 1. Market Transformation

How has your organization directly contributed to the growth of ENERGY STAR in your market(s)?

Examples of items to address include: Increased number of homes qualified as ENERGY STAR this year, education and recruitment of new partners, efforts to build consumer awareness, participation in ENERGY STAR outreach efforts, working with other ENERGY STAR partners and local associations, support for special events.

Section 2. Marketing and Sales

How has your organization effectively utilized the ENERGY STAR mark and messaging for marketing and sales?

Please attach electronic '.jpg' or '.gif' images to support your answer.

Examples of items to address include: Integrating and featuring ENERGY STAR in point-of-sale, advertising, marketing, and web site; training to sales staff to effectively market ENERGY STAR; showcasing ENERGY STAR in events or promotions.

Section 3. Measured Impact of ENERGY STAR

How has your organization measured the business impacts of your partnership with ENERGY STAR?

Examples of items to address include: Customer recognition of ENERGY STAR, actual home performance (e.g., energy savings, comfort, or indoor air quality), effectiveness of ENERGY STAR marketing and advertising efforts, additional ENERGY STAR coverage in local press and media.

- Additional examples for Builders: Increased home sales or profit margins; increased prospective buyer traffic, reduced consumer complaints and callbacks, enhanced consumer satisfaction, ease of code approval.
- Additional examples for Verification Organizations: Business and revenue growth, additional builder service opportunities.

Section 4 – Other Efforts Across ENERGY STAR (OPTIONAL)

How has your organization incorporated the ENERGY STAR brand beyond building and qualifying ENERGY STAR qualified homes?

Examples to address include: Offering the ENERGY STAR Advanced Lighting Package or ENERGY STAR qualified lighting fixtures or bulbs, HVAC equipment, windows, and/or appliances (such as refrigerators, dishwashers, and clothes washers); Participating in the ENERGY STAR Indoor Air Package Pilot Program.